



2024 MEDIA KIT

PACKAGING WORLD

A B2B marketer's guide to brand building and audience targeting

PACKAGING
WORLD®

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ABOUT US

Connecting buyers and sellers in packaging and processing

For nearly 30 years, Packaging World has been the leading media brand covering the latest trends and innovations in packaging design, equipment, and materials.

Packaging World is the flagship publication of PMMI Media Group, a market-leading B2B media company that produces information for packaging and processing professionals. PMMI Media Group publications include Packaging World, ProFood World, Healthcare Packaging, OEM, Mundo EXPO PACK and Contract Manufacturing and Packaging.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1,000 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry as produce of the world-class PACK EXPO portfolio of trade shows.





We know your audience,
let us help them discover you

Our Audience

AUDIENCE BREAKDOWN

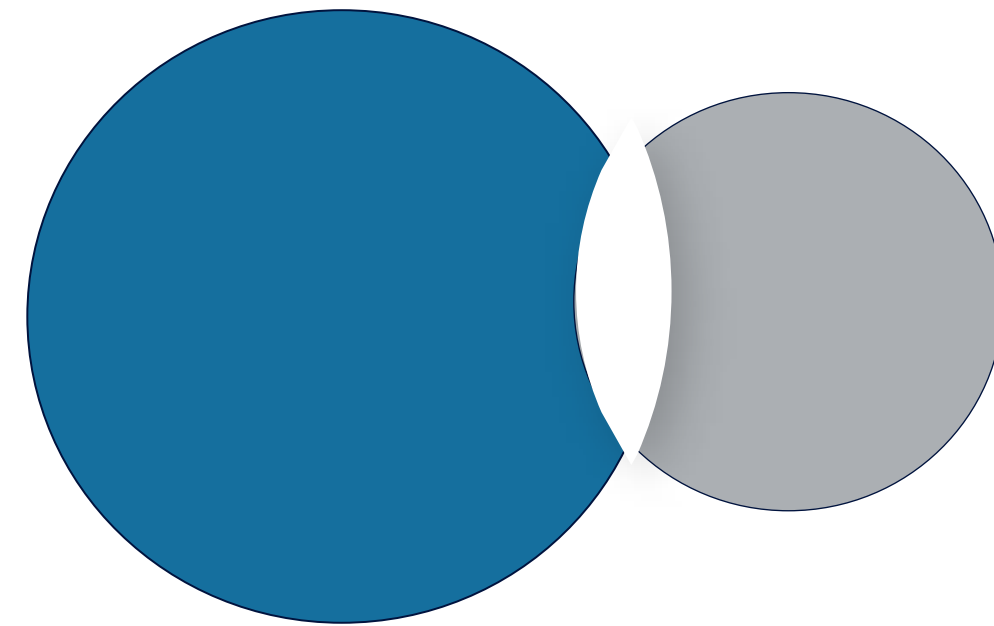
Circulation

Engaged Email Subscribers - 82K

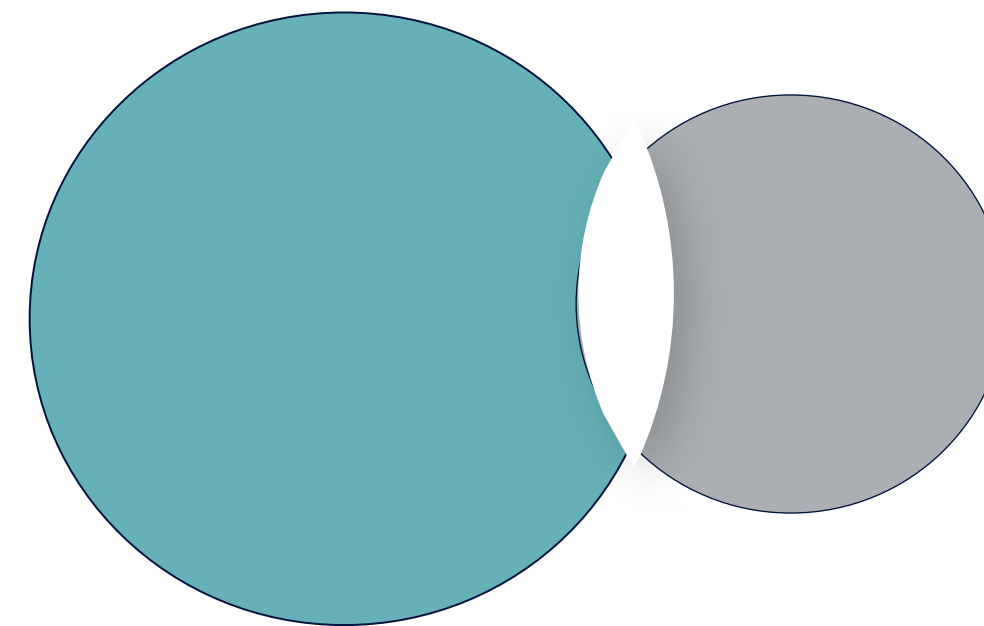
Monthly Web Visitors - 71K

Print Subscribers - 46K

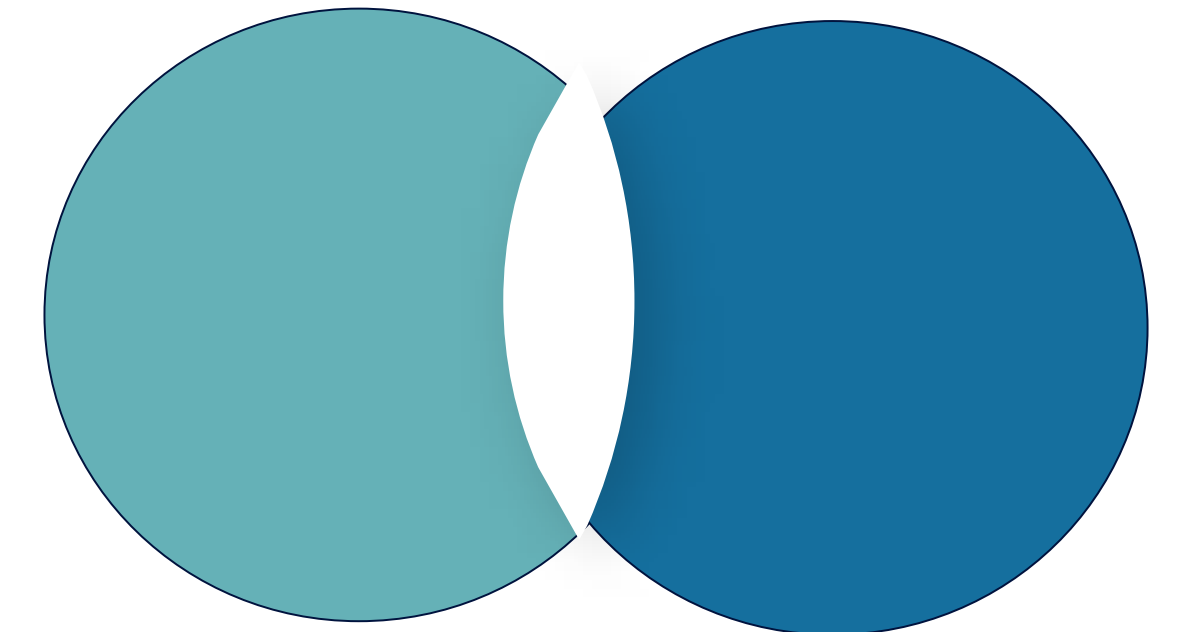
Audience Overlap



Web vs. Print
10%



Email vs. Print
18%



Email vs. Web
22%

AUDIENCE BREAKDOWN

Annual Revenue

< \$50MM | 59%

\$50MM - \$1BN | 24%

> \$1BN | 17%

Primary Industry



- 47% Food/Beverage Manufacturer
- 7% Pharmaceutical/medical device
- 5% Cosmetics/Personal Care
- 26% Other packaged products
- 15% Packaging/Processing Supplier

Plants

- 49% Readers with responsibility for more than 1 plant

Job Duty

- 33% CEO/General Manager/Other Senior Management
- 21% Production/Operations/Quality
- 19% Engineering
- 18% Package Design or Development/Brand Management
- 9% Plant Management
- 8% Procurement
- 7% Logistics/Supply Chain Management
- 4% Regulatory Affairs Validation/Compliance

Company Initiatives

Readers involved or interested in the following company initiatives:

- 39% Sustainability
- 37% E-commerce

*Responses to questions based on varying sample sizes.
*Subscribers can choose more than one category. Total is more than 100%.

OUR READERS

Packaging World reaches companies of all sizes, from startups to household brands.



THE PACK EXPO DIFFERENCE

Our first-party data includes all PACK EXPO attendees



- PACK EXPO keeps our audience fresh with a 36% first-time attendee rate
- Attendee buying interests collected at PACK EXPO are leveraged year-round to target active buyers





Drive traffic to your website from the entire PMMI database, or target by industry, job title, and buyer interest

Digital

DIGITAL OFFERINGS

Email

Packaging World emails reach over 82,000 engaged packaging professionals. Choose from a variety of content types to reach this exclusive audience.

- **Newsletters**

Packaging World offers single-sponsor newsletters featuring industry-focused content from our experienced editorial team.

- **Sponsored Email**

Let your content take center stage while leveraging Packaging World's audience and authority. Utilize one of our templates or supply your own HTML to promote your video, whitepaper, or other content.

The screenshot shows an email interface with a blue header bar containing the 'PACKAGING WORLD' logo on the left and 'Video Spotlight' on the right. The main content area has a title 'Flexibility Is The Key To Prepare For The Future of End of Line Packaging' above a video player thumbnail with a play button. To the right of the video are three paragraphs of text describing the Robopac Prismatic TC Combination Case Packer. Below the text is a blue 'WATCH VIDEO' button. At the bottom, it says 'Brought to you by:' followed by the 'ROBOPAC' logo with the tagline 'Innovation driven by values'. The footer includes the 'PMMI MEDIA GROUP' logo and contact information for PMMI Media Group, including a link to manage preferences.

PACKAGING WORLD Video Spotlight

Flexibility Is The Key To Prepare For The Future of End of Line Packaging

Be prepared for the future now. Packaging equipment like case packers will require quick changeovers between multiple formats including wraparound case, tray & film, film only, and high wall tray.

With the ability to pack in multiple formats using quick changeovers, the Robopac Prismatic TC Combination Case Packer is your solution for medium to high speed production.

The main features of this series include ergonomics, modularity, flexibility and compact design, allowing easy change over from one format to the next.

Contact Derek Jones at djones@robopac.com to learn more!

WATCH VIDEO

Brought to you by:

ROBOPAC
Innovation driven by values

This email was sent to @ by:
PMMI Media Group, 401 N. Michigan Avenue, Suite 1700
Chicago, IL 60611, United States of America
[Having trouble viewing this email? Click here.](#)
[Unsubscribe](#) | [Manage Preferences](#)

DIGITAL OFFERINGS

Website Ads

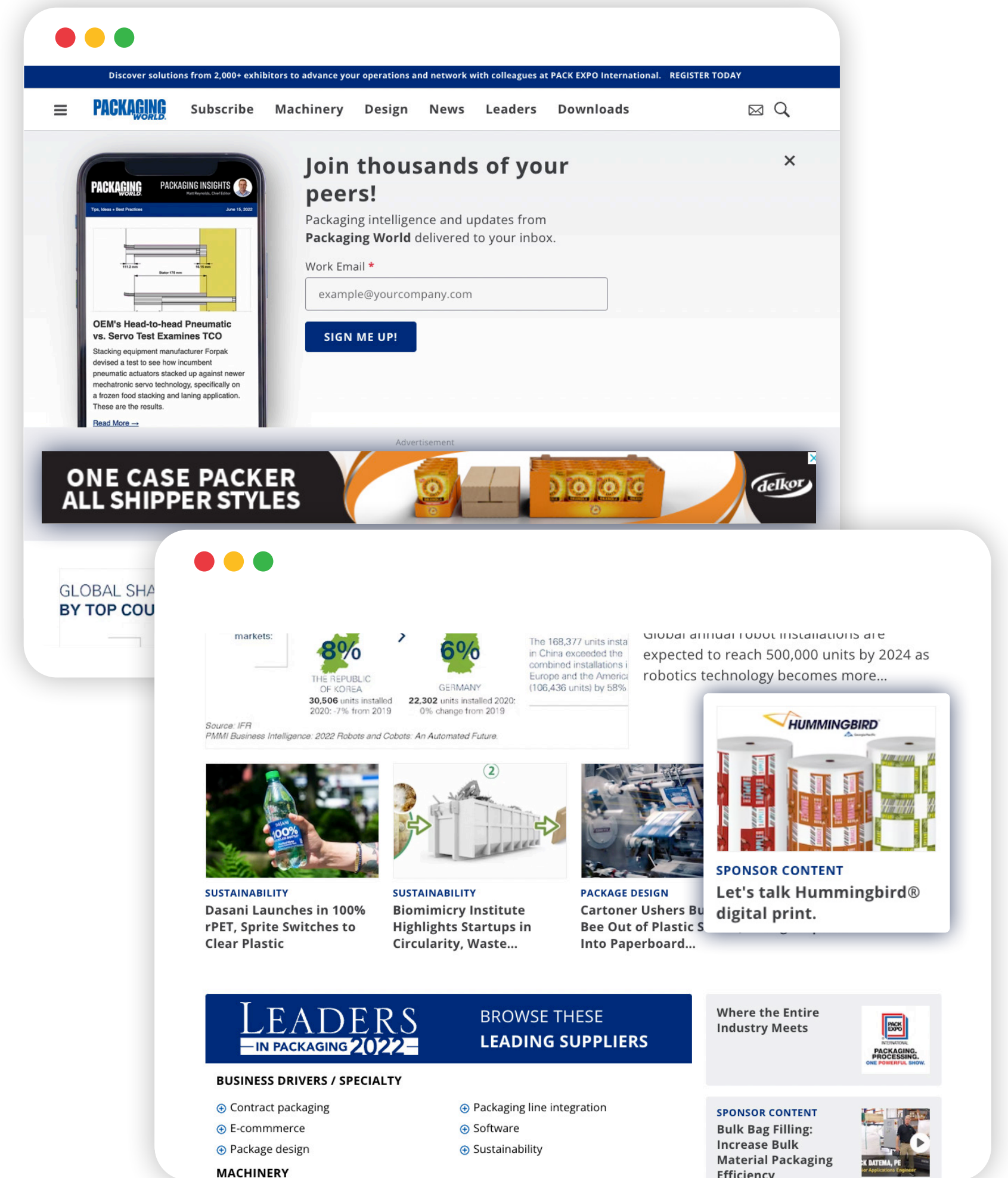
Promote awareness of your brand across Packworld.com and a network of more than 100,000 verified websites.

- **Packaging World Website**

Reach your target audience with highly visible ads across packworld.com. Choose from traditional banner ads or native ads, featuring your content within our editorial stream.

- **PMMI Audience Network** Targeted

Refine your targeting and extend your message with PMMI Audience Network advertising. Leverage our first-party database of PMMI Media Group subscribers and PACK EXPO attendees to define your target audience by industry, role, or buying interest and reach them through banner, native, or video pre-roll ads across the web.



DIGITAL OFFERINGS

Social Media

Targeted

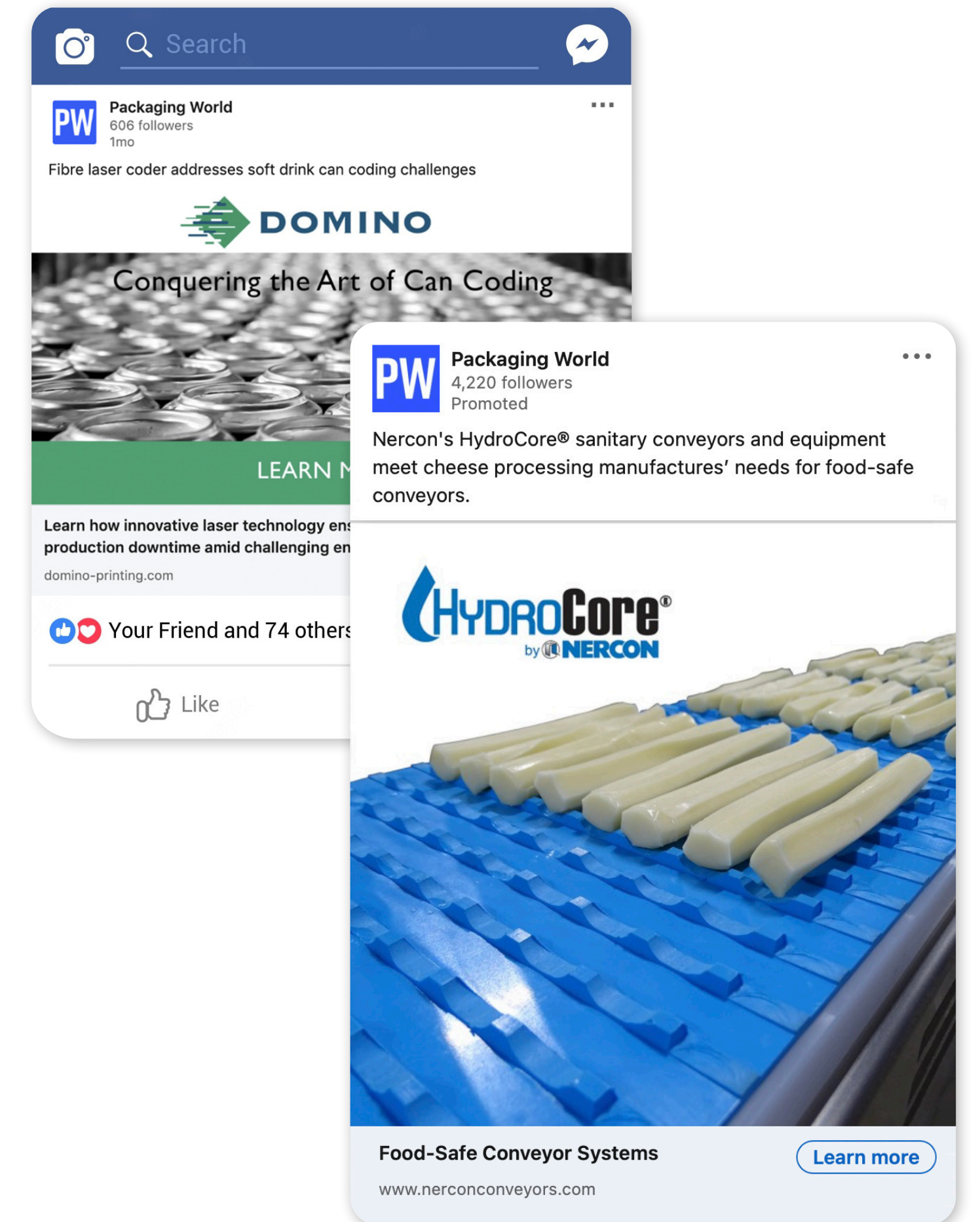
Further extend your message utilizing the PMMI Audience Network across social media platforms.

We create and manage your Facebook or LinkedIn campaign and help you build the target audience, from our first-party database by:

- Buying interest
- Packaging plant processes,
- Job title

This targeting criteria is not available when advertising directly with each platform.

In addition to direct click throughs, you'll receive contact details for anyone who likes, comments, or shares your ad content.





Drive engagement with high-value content, from the most-interested audience

Content

CONTENT OFFERINGS

Webinars

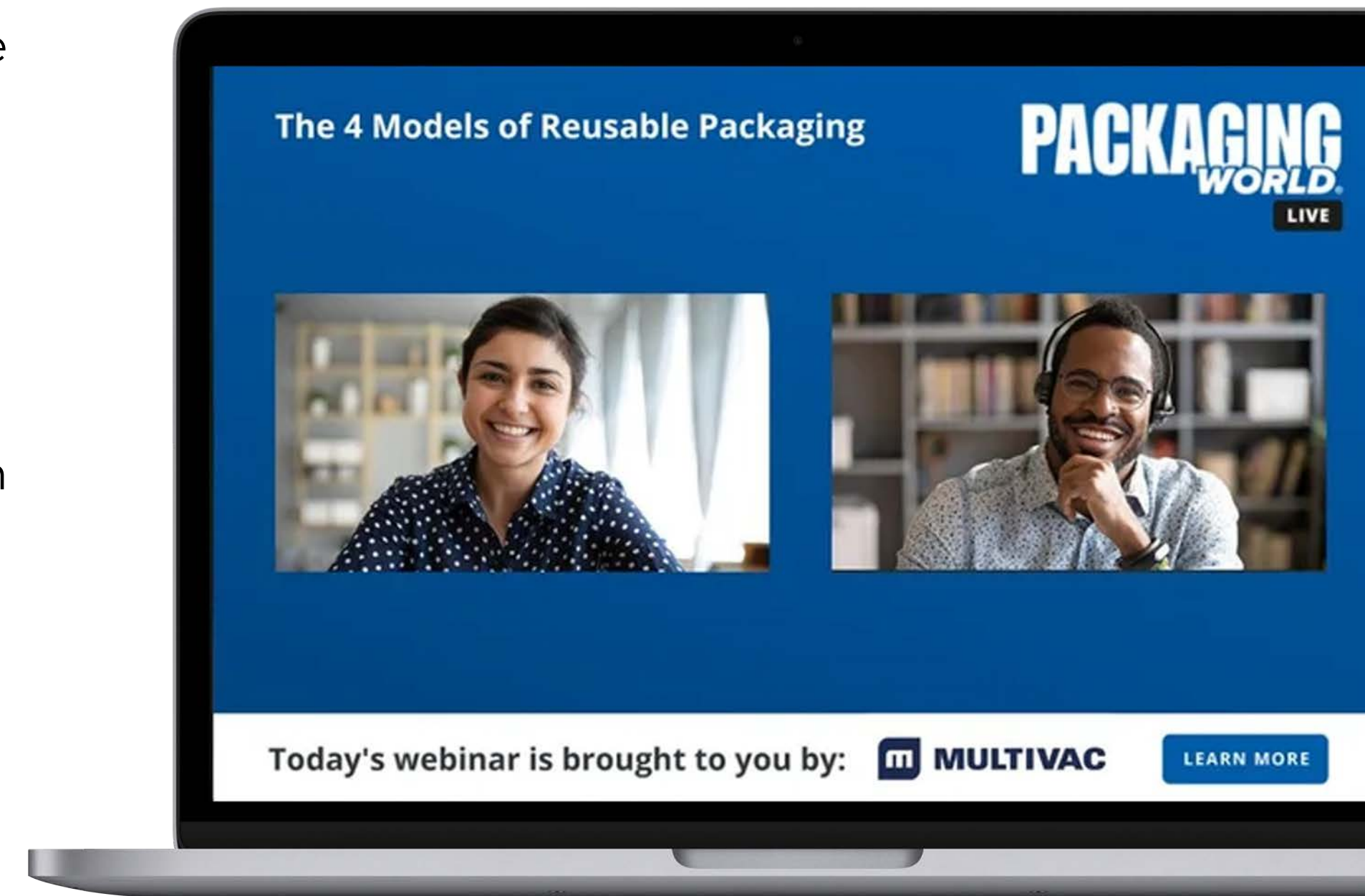
Align your brand with the hottest topics in the industry and engage prospects when you sponsor or host a webinar with Packaging World.

- **Packaging World Webinar**

Tap into our industry expertise and vast database of B2B end users when you sponsor a Packaging World webinar. All you need to do is supply a logo and company overview that will be featured during the webinar.

- **Supplier Webinar**

Position your company as a thought leader when you lead your own webinar—supported by one of our expert editors. Plus, enjoy multi-channel promotion to boost attendance including newsletters, dedicated emails, web ads on PW.com and social media campaigns.



A dark blue-tinted photograph of a man with a beard reading a newspaper. The man is in profile, looking down at the paper. The background is blurred, showing what appears to be a newsstand or a similar setting.

Create brand awareness

when you place an ad in our
printed publications

Print

PRINT OFFERINGS

- **Magazine ads**
Run a full-page or fractional print ad in any or all of our monthly issues (7 in total).
- **Supplements**
Your ad is featured in a multi-page supplement featured in specific months.
- **Targeted covers**
Customize the main cover and target your specific audience, positioned on top of our main cover for your target audience.
- **Targeted direct mail**
Reach a specific audience with a direct mail campaign of choice.



Create brand awareness and
drive booth traffic when you
reach attendees before, during
and after the show

Trade Show

TRADE SHOW OFFERINGS

Get double the booth leads, compared to non-advertisers, when you invest in PACK EXPO marketing with PMMI Media Group.

- **Showcase**
Connect with attendees with immediate buying interest in your product category but who did not visit your booth through this personalized post-show guide.
- **Game Plan**
Reach your targeted buyers, specifically those who chose your category when registering for the show with this customized walking guide.
- **Second Look**
Connect with attendees who did not visit (and those that visited) your booth through this personalized post-show guide—customized by categories chosen when registering.
- **Show Daily**
Grab attendee attention first-thing in the morning as they're planning their booth visits for the day—printed the night before each day of the show and distributed on shuttle buses and hotel lobbys.
- **Email and social media**
Target specific segments of attendees before the show, including buying interest, through social media. Plus, reach all attendees via email.



*Based on 2021/2022 PACK EXPO self-reported data

The background image shows two men in an industrial setting. The man on the left is wearing a high-visibility orange and black safety vest over a dark jacket. The man on the right is wearing a yellow hard hat, safety glasses, and a high-visibility plaid shirt. They are both looking down at a large sheet of paper, likely architectural plans, which they are holding together. The scene is dimly lit, with a blue color overlay across the entire image.

PMMI Media Group Events

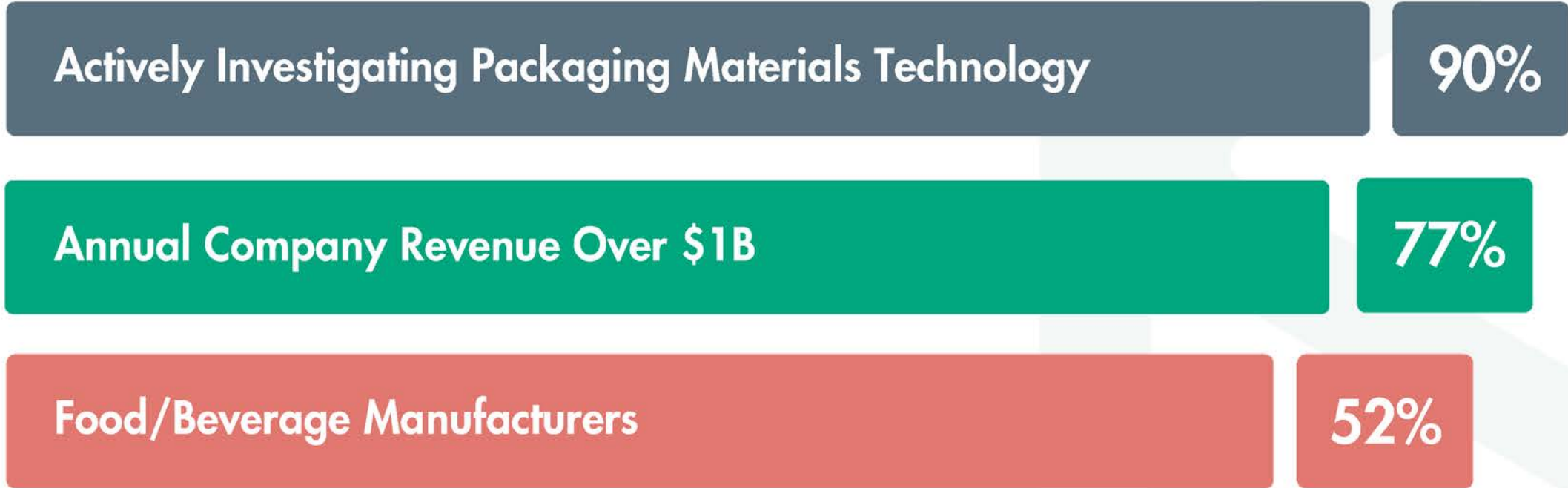
Industry events produced by PMMI Media Group

PACKAGING RECYCLING SUMMIT

September 16-18, 2024 | JW Marriott, Anaheim Resort, Calif.

SPONSORSHIP PROSPECTUS

ATTENDEE PROFILE



www.PackagingRecyclingSummit.com


*Data reflective of 2023 attendee registrations as of 9/27.

TARGETED ATTENDEE JOB TITLES

- Packaging Development Manager/Director
- Packaging R&D Engineer
- Packaging Innovation Manager
- Vice President of Packaging
- Brand Manager/Director
- Procurement/Purchasing Manager/Director
- Sustainable Packaging Specialist
- Sustainability Manager/Director

Engage in the sustainability conversation with your current and future customers at Packaging Recycling Summit!

TOP REASONS TO SPONSOR

Branding & Awareness 

Thought Leadership 

Networking & Lead Generation 

Showcase Products & Solutions 

Develop Relationships 

A multi-channel, year-round program creating brand awareness and driving traffic to your website

Leaders in Packaging

LEADERS IN PACKAGING

Leaders in Packaging

This multi-channel, year-round program completes your 2024 marketing plan.

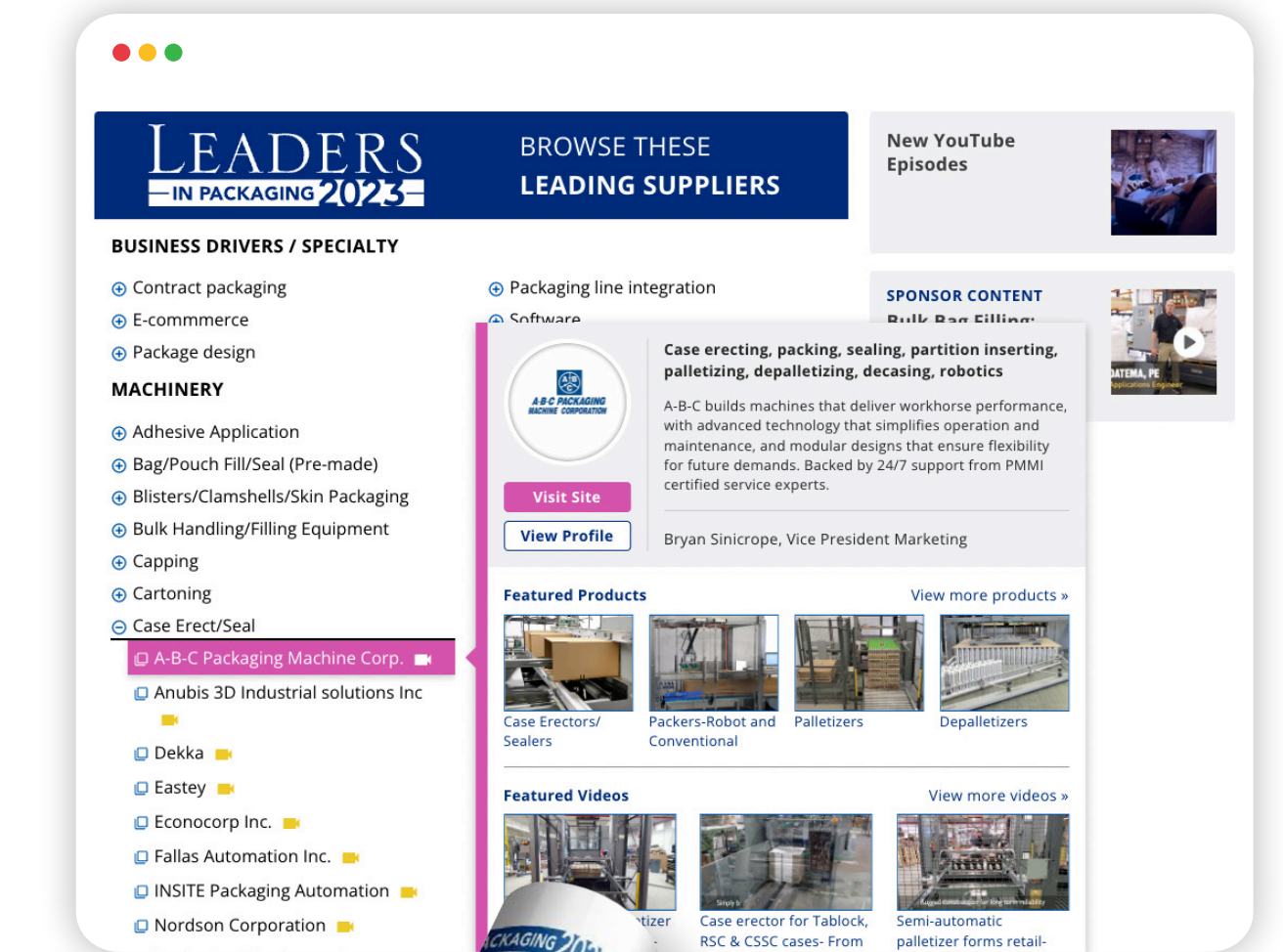
• Key Features

Buyers of packaging solutions won't miss you when your listing and profile are promoted through:

- Packworld.com homepage Leaders in Packaging featured listing linking to a full company profile (choose to be listed in up to 6 categories)
- Listing displayed alongside all Packworld.com editorial associated with your product category
- Product ad and print profile in the exclusive 2025 Buyer's Guide
- Up to 3 full-page print ads in 2024 PW issues

• Other Benefits

- Your banner ads served via 3rd-party sites to all Packworld.com visitors
- Access to real-time profile views and clicks



*One ad must run 1 ad in first 6 months of the year
 **3 full or equivalent in fractionals

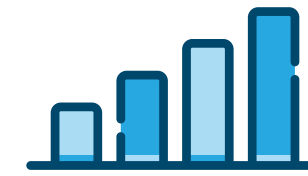


Track and manage campaign and content metrics

Lead Management Tools

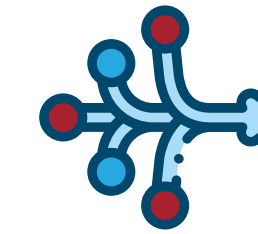
LEAD MANAGEMENT TOOLS

Take advantage of our complimentary lead management tools to track campaign engagement and success.



Leadworks

Lead management, campaign performance, reporting and more.



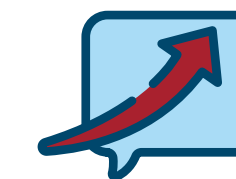
Converge

Identified, engaged prospects across multiple channels and buying teams, in one dashboard.



Scout

Track buyers on your website after the click.



Content Engagement Reports

Profile engagement metrics, content performance and more.

The background image shows two men in an industrial setting. The man on the left is wearing a high-visibility orange safety vest over a dark jacket. The man on the right is wearing a yellow hard hat, safety glasses, and a high-visibility safety vest over a plaid shirt. They are both looking down at a large sheet of paper or a tablet they are holding together. The entire image has a dark blue overlay.

Trending industry topics to engage Packaging World readers

Content Calendar

2024 CONTENT CALENDAR

Q1	Q2	Q3	Q4
Packaging World Magazine			
<p>January/February Feature: Innovations Report: Top Trends in Tech and Materials Ad close: 1/9, Materials: 1/12 Bonus Distribution: PACK EXPO East</p> <p>March/April Feature: Is Now the Time for Big Brands to Get on Board with Reusables and Refillables? Ad close: 3/7, Materials: 3/14</p>	<p>May/June Feature: Healthcare, Beauty, Chemical & Household; Sustainability Readex Study Ad close: 5/2, Materials: 5/9</p>	<p>July/August Feature: Sustainability Chemical Recycling Ad close: 6/24, Materials: 7/1</p> <p>September Feature: Sustainability: How Brands are Designing for Recyclability Ad close: 8/8, Materials: 8/15</p>	<p>October Feature: Robotics Report: Trends and Tech in Robotics Ad close: 9/5, Materials: 9/12 Bonus Distribution: PACK EXPO Intl</p> <p>November/December Feature: Direct to Consumer Trends: Ecommerce and Omnichannel Ad close: 10/18, Materials: 10/25</p>
Supplements and Supplier Guides			
<p>PACK EXPO East Showcase Ad close: 1/9, Materials: 1/12</p> <p>Craft Brew supplement Ad close: 2/15, Materials: 2/22 Bonus Distribution: Craft Brew Conf.</p> <p>Contract Manufacturing and Packaging supplement Ad close: 2/2, Materials: 2/9 <small>*Polybagged with March/April PW Issue</small></p>		<p>Contract Manufacturing and Packaging supplement Ad close: 6/3, Materials: 6/10 <small>*Polybagged with July/August PW Issue</small></p> <p>Women in Packaging and Processing supplement* Ad close: 8/8, Materials: 8/15 <small>*Polybagged with September Issue</small></p>	<p>PACK EXPO Intl Showcase Ad close: 9/12, Materials: 9/19</p> <p>2025 Buyer's Guide Ad close: 10/7, Materials: 10/14</p> <p>Contract Manufacturing and Packaging supplement Ad close: 10/1, Materials: 10/8 <small>*Polybagged with Nov/Dec PW Issue</small></p>
Events			
<p>PACK EXPO East March 18-20 Philadelphia, PA</p>	<p>EXPO PACK Mexico June 4-7 Mexico City, MX</p>	<p>Packaging Recycling Summit September 16-18 Anaheim, CA</p>	<p>PACKEvolution LatinAmerica October 8-9 Monteray, MX</p> <p>Emerging Brands Summit November 2 Chicago, IL</p> <p>PACK EXPO International November 3-6 Chicago, IL</p>
Webinars			
<p>Cybersecurity Challenges During Digital Transformation</p>	<p>Smart Packaging Trends: Digital Passports and Digital Watermarks</p>	<p>Advanced Recycling: Opportunities & Challenges</p>	<p>Robotics in Packaging: Top Trends & Technologies for 2024</p>



For additional information on how our audience and products can serve your marketing goals, please contact:

sales@pmmimediagroup.com

PMMI Media Group knows your audience. Let us help them discover you.

Packaging World

ProFood World

Healthcare Packaging

OEM

Mundo EXPO PACK

Contract Manufacturing and Packaging

PMMI Media Group

401 N Michigan Ave.,
Suite 1700, Chicago, IL 60611

PMMIMediaGroup.com

**For information on PMMI
trade shows, visit PMMI.org**

